

Keith O'Brien Co.

Extra Attractions at the Store Saturday Last Day of Our Annual Sale of Beautiful Lingerie Many of the very things you want--in every section--underpriced for the day

Underpriced Merchandise Square
Corner Entrance
400 Waists, 98c Each

Lingerie, voile and net waists—beautiful qualities, new spring styles. High or low neck; also new drop shoulder. Some trimmed with cluny lace; others trimmed with val lace, finished with knife pleating. All sizes. Exceptional values.

INFANTS' REQUISITES AT REDUCED PRICES

We have arranged the following items for infants' purposes. Plain flannels, wool with the cotton warp, wool with a silk warp, and the all wool; also the embroidery flannels. Some good reductions.

EMBROIDERY FLANNELS

65c quality	52c	65c quality	\$1.15
90c quality	72c	90c quality	\$1.30
\$1.00 quality	80c	\$1.00 quality	\$1.50
\$1.15 quality	92c	\$1.15 quality	\$2.00
Plain wool flannels, 49c yard for			
Plain wool flannels, 70c yard for			
Plain wool flannels, 80c yard for			
Unshrinkable pajama flannel, 60c yard for			
Unshrinkable pajama flannels, 70c yard for			
Japanese flannel, 45c yard for			
Silk warp flannel, 50c yard for			
Silk warp flannel, \$1.00 yard for			
Silk warp flannel, \$1.10 yard for			
Silk warp flannel, \$1.25 yard for			

BLEACHED COTTON FLANNELS

25 inches wide, 11 1/2c for 9c	28 inches wide, 18c for 15c
27 inches wide, 15c for 12 1/2c	28 inches wide, unbleached, 12 1/2c for 10c
28 in. wide, 16 1/2c for 14c	

RED STAR DIAPER CLOTH

This is antiseptic, durable, absorbent and non-irritant. Following widths and prices:

20 in. wide, 10 yards in a piece; special, piece	24 in. wide, 10 yards in a piece; special, piece
22 in. wide, 10 yards in a piece; special, piece	27 in. wide, 10 yards in a piece; special, piece

INFANTS' BATH TOWELS

A real soft mercerized towel, with pink border; just the thing for the baby's bath. Price, 16c each.

IN UNDERWEAR SECTION

Infants' silk and wool wrappers, improved Ruben style; also baby comforts, vest close front, child's welfare tap vest in all grades.
Infants' alma bands, silk and wool, all wool and wool and cotton mixture.
Infants' tab bands in silk and wool and wool.
Infants' silk and wool hose.
Infants' white wool hose.

Men's \$1.50 Shirts for **95c**
Saturday Only.
Starched and negligee shirts included.

Fit, wearing quality and appearance of first order. Newest fabrics.

Men's Outing Flannel Pajamas and Night Shirts
All staple numbers—pretty cloths and patterns, made in full sizes.

All \$2.50 qualities for	\$1.65
All \$2.00 qualities for	\$1.45
All \$1.50 and \$1.25 qualities	95c
All 75c qualities for	45c

Women's Coats and Suits--FINAL CLEARANCE PRICES

Suits and Coats can be bought during this Sale for only a small part of the original value. The standard styles, the serviceable fabrics and thorough workmanship are here, while prices are convincingly low.

Sale Starts at 10 a. m.



35 coats, all sizes, in dovetail, boucle and fur mixtures. Sport styles and the season's late models. Colors are rose, green, red, navy, Copenhagen, taupe and brown; values up to \$27.50 for \$5.95.

25 coats, values up to \$35.00 for \$14.75. In this lot are a few stunning models in broad-cloth velvet.

50 coats in broadtail, velour, boucles and a few broadcloths. Also handsome novelty coats with fur collars. Values up to \$55.00 for \$22.50.

50 suits, in large sizes only—40 to 51—in navy blue, black and hairline stripes; also in black and white and navy and white—all hand tailored, best quality of men's wear serge, values up to \$35.00 for \$10.95.

25 suits, sizes 34, 36, 38; values up to \$32.50 for \$10.95.

Fine Footwear at Strong Reductions
Main Floor Section

The January Clearance Sale of House Furnishings still continues and the low prices that have held sway during the last two weeks are still here while many more worthy reductions have been made. Exceedingly Low Prices on our finest Cut Glass and Decorated China

All cut glass at a 20 per cent reduction.

All fancy china 25 per cent less in price.

Our lead blown glasses and tumblers are of the best quality and will stand more rough usage than poorer grades.

Extra clear blown water tumblers, 75c dozen for60c
Extra clear blown water tumblers, 85c dozen for68c
Extra clear blown water tumblers, 90c dozen for72c
Extra clear blown water tumblers, \$1.00 dozen for80c
Extra clear blown water jugs, 75c dozen for60c
Extra clear blown water jugs, \$1.50 dozen for80c
Extra clear blown water jugs, star cut, \$1.50 each for \$1.00
Extra clear blown water jugs, 3-star cut, \$1.50 each for . . . \$1.20

ROSENTHAL'S WHITE DONATELLA

A complete stock of dinnerware—beautiful shapes—open stock—the best white china on the market, very fine for decorating. Sold in sets or by the piece at 20 per cent less than the regular price.

Van Dusen Cake Molds—\$1.00 reduced to 80c. Separate molds also at reduced prices.

Improved Perfection cake tins, round and square shapes, deep or shallow, all perfection tins reduced.

Galvanized garbage cans, \$1.50 size, now \$1.10
Galvanized garbage cans, \$2.00 size, now \$1.65

All stock dinnerware, in sets or by the piece, at a discount. Full open stock of every dinner ware pattern we handle, so that you are put to no inconvenience in replacing broken dishes or buying other dishes to match your set.

A table full of brass desk and piano lamps at Half price.

Fancy busts and heads at reduced prices.

Beautiful French plate glass, silver plated mirror plaques, less 20 per cent for this sale.

GRANITEWARE REDUCED

Granite coffee and tea pots, 50c; special36c
Granite double cookers, 75c; special40c
Granite double cookers, 85c; special50c
Granite Berlin kettles, 95c; special60c
Granite 12-quart seamless pans, \$1.00; special75c
Granite 10-quart seamless pans, 85c; special64c
Granite 14-quart dish pans, 75c; special58c
Granite 17-quart dish pans, 85c; special64c
Handled flour sifters, special, 10c each.

JEWELRY NOVELTIES At a Clearance Price

Sale Starts at 10 a. m.

La Vallieres
Neck chains
Brooches
Bow pins
Collar pins
Shoe pins
Buckles
Belt pins
Hat pins
Barrettes
Head chains
Hair bands
Collar supporters
Match safes
Whisk broom holders

10c

Values to
\$2.00



150 Silk
Petticoats
After 10 a.
m. Saturday

\$2.95

150 beautiful silk petticoats in almost every color. Some are all messaline, others have jersey tops with messaline ruffles. Three distinct styles—all popular this season.

The Blue Section of the
Ilf M. E. Church Ladies'
Aid Society will hold a Sale of
Home-baked Bread and Cake
Here Saturday.

YOU WILL FIND THAT NEARLY EVERYTHING IN THE BASEMENT STORE IS MARKED DOWN FOR SATURDAY---COME AND HELP MAKE THE DAY A BIG ONE

Every one is interested in the 3 in 1---The Three Big Sales in One

BASEMENT STORE

Suits, Dresses, Coats and
Furs--Basement Store

Women's and misses' winter suits, new models, new materials, finely tailored, all sizes. Our entire stock included.

Suits, values to \$10.00, for	\$2.45
Suits, values to \$15.00, for	\$4.95
Suits, values to \$25.00, for	\$7.45
Dresses, values to \$10.00, for	\$3.45
Dresses, values to \$15.00, for	\$5.95
Sport Coats, values to \$14.75, for	\$5.95
Sport Coats, value to \$7.50, for	\$2.95
Sport Coats, values to \$15.00, for	\$5.95
Sport Coats, values to \$25.00, for	\$9.95
Rain Coats, values to \$6.75, for	\$1.95
Children's Coats, values to \$11.00	\$2.95
Women's and Misses' Sports, \$2.45 values, for	\$1.45
Women's and Misses' Skirts, \$2.75 values, for	\$1.65
Women's and Misses' Skirts, \$3.95 values, for	\$2.35
Women's and Misses' Skirts, \$4.95 values, for	\$2.95
Fur Neck Pieces, values to \$6.75, for	\$2.45

NECKWEAR--Basement Store.

Collarettes, \$1.25 values for50c
An assortment of neckwear, values to 75c for15c
An assortment of neckwear, values to 35c for5c
Collar and cuff sets, values to 35c for5c
Shawls, values to \$1.00 for10c
Girdles, values to \$1.50 for35c

TOWELS--Basement Store.

20x40 bleached Turkish towels, regular 20c for12 1/2c
18x34 bleached Turkish towels, regular 18c for10c
18x34 huck towels, regular 15c for10c
18x34 huck guest towels, regular 35c for19c

Laundry Soap--Basement Store

Bob White laundry soap, 5c size for 3 1-3c; case, \$3.35.

Crystal White laundry soap, 5c size for 3 1-3c; case, \$3.35.

Ivory soap, the 5c size 4c; case, \$3.90.

A. B. Naphtha laundry soap, 5c size, 4c; case, \$3.75.

Fern laundry soap, 5c size 2c; case, \$1.95.

Naphtha washing powder, 25c size 15c.

Naphtha washing powder, 5c size 4c; case, \$3.75.

Wash Goods--Basement Store

27-inch plain crepe, 35c value	28c
36-inch plain crepe, 37 1/2c value	28c
27-inch plain crepe, 25c value	17 1/2c
27-inch fancy stripe crepe, 80c value	40c
27-inch fancy stripe crepe, 50c value	35c
27-inch fancy figured crepe, 45c value	32c
27-inch fancy figured crepe, 22 1/2c value	17 1/2c
27-inch fancy figured crepe, 20c value	15c
27-inch white India linen, 12 1/2c value	12 1/2c
27-inch striped, dotted and figured swiss, 20c value	17 1/2c
27-inch solid color ratine, 35c value	25c
40-inch checked batiste, 35c value	25c
36-inch heavy linen suitings, 15c value	10c

Muslin Underwear

Basement Store

Undermuslins, trimmed with lace or embroideries and dainty ribbons.

CORSET COVERS.	PRINCESS SLIPS.
25c values19c	\$1.00 values79c
35c values25c	\$1.25 values89c
45c values29c	\$1.50 values98c
50c values38c	

SKIRTS.	COMBINATIONS.
75c values48c	75c values48c
\$1.00 values79c	90c values69c
\$1.25 values89c	\$1.00 values79c
\$1.50 values98c	\$1.25 values89c
	\$1.50 values98c

DRAWERS.	GOWNS.
25c and 30c values19c	75c values45c
25c values25c	90c values58c
50c values38c	\$1.25 values79c
75c values48c	

Underwear--Basement Store

Boys' shirts and drawers, heavy fleeced, 25c garment for 15c.

Children's black tights; 25c values; 19c.

Boys' part wool shirts and drawers; 75c for 35c garment.

Children's wool shirts and drawers; natural color; 75c garment for 35c.

Women's medium weight cotton vests; regular 50c for 25c garment.

Women's light and medium weight cotton vests and drawers; regular values to 75c; special, 35c garment.

Women's light weight cotton union suits; extra good quality; \$1.00 garment 35c.

Women's fleeced lined union suits, white color, well made--an extra good value for 75c; special, 39c.

Women's fleeced lined union suits in white only; regular 80c suit; special, 45c suit.

Extra heavy, fleeced lined, women's shirts and drawers; regular 75c garment; special, 39c.

Shoes--Basement Store

75c--Infants' shoes, hand turned soles, fine vici kid tops; \$1.00 values 75c.

95c--Infants' shoes in patent leather, with dull tops, also vici kid with patent tips, button only; \$1.35 values 95c.

Misses' and children's shoes in gunmetal and dongola kid, button only.

\$1.25 for \$1.50 values \$1.65 for \$2.00 values

\$1.45 for \$1.75 values \$2.35 for \$2.75 values

Misses' and children's shoes in patent leather, heavy soles, button only.

\$1.45 for \$1.75 values \$1.95 for \$2.50 values

\$1.75 for \$2.25 values \$2.35 for \$3.00 values

Boys', youths' and little gents' school shoes, guaranteed to be the best values for the money.

\$1.50 for \$2.00 values \$1.75 for \$2.25 values

\$2.00 for \$2.50 values

Men's house slippers; values to \$1.50. **89c**

Women's felt slippers; values to \$1.50.

Satin slippers in white, pink, blue, gold and silver colors; hand turned soles and valued \$3.50; special, \$1.85.

100 pairs Japanese bedroom slippers, 5c pair.

Women's shoes at great reductions--Patent, tan, suede, cravenette and gunmetal leathers; all new spring styles; values to \$3.50 for \$2.35.

MILLINERY--Basement Store

Trimmed hats, values to \$5.00 for98c
Trimmed and tailored hats, values to \$2.95 for85c
Untrimmed shapes, values to \$2.75 for68c
Children's hats, values to \$2.25 for48c
Fancy feathers, values to \$4.00 for\$1.95
Fancy feathers, values to \$3.50 for\$1.35
Fancy stickups, values to \$1.95 for79c
An odd lot of feathers to close out5c